I/R Code 47.40

January and February 1981

Monthly Survey of

LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and—for the United States—industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	113%	111%	103%	102%	108%	107%
Group	119%	109%	—	—	—	—
Industrial	47%	50%	—	—	—	—
CANADA						
Ordinary	107%	105%	98%	96%	102%	100%
Group	187%	154%	—	—	—	—

The industry totals are estimates based on monthly reports from 146 companies operating in the United States representing 68 percent of the 1979 new ordinary volume sold in that country, 63 percent of the number of new ordinary policies, 80 percent of the volume of new or amended group contracts, and 30 percent of the new industrial volume; 46 companies operating in Canada representing 83 percent of the 1979 new ordinary volume, 82 percent of the number of new ordinary policies, and 79 percent of the volume of new or amended group contracts.

The 146 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 67 percent of the 1979 United States ordinary volume and 61 percent of the ordinary policies sold; the 41 companies operating in Canada represent 77 percent of the 1979 Canadian ordinary volume and 75 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such a premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of ordinary companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories of the ordinary groups and, in parentheses, the number of contributing companies or departments in each:

United States

Group 1—$10 billion or more (20)
Group 2—$4 billion to $10 billion (23)
Group 3—$2 billion to $4 billion (27)
Group 4—$1 billion to $2 billion (25)
Group 5—$500 million to $1 billion (18)
Group 6—Less than $500 million (22)

Canada

Group 1—$2 billion or more (14)
Group 2—$700 million to $2 billion (14)
Group 3—Less than $700 million (13)

Industry Sales

ORDINARY

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 25,058	$ 27,468	110%
February	26,833	30,352	113
March	30,459		
April	31,618		
May	30,764		
June	31,217		
July	30,373		
August	29,348		
September	30,635		
October	34,215		
November	30,751		
December	39,837		
Year total	$371,113		
Year to date	$ 51,896	$ 57,820	111%

Number of Policies (in thousands)

	1980	1981	1981/1980
January	987	984	100%
February	1,107	1,145	103
March	1,229		
April	1,201		
May	1,168		
June	1,190		
July	1,142		
August	1,133		
September	1,176		
October	1,291		
November	1,126		
December	1,249		
Year total	13,999		
Year to date	2,094	2,129	102%

Face Amount by State (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alabama	$ 591,604	$1,126,191	123%	119%
Alaska	62,765	109,760	143	119
Arizona	380,828	756,675	113	114
Arkansas	241,816	446,380	111	108
California	3,276,557	6,388,873	113	110
Colorado	527,553	1,029,153	118	119
Connecticut	474,821	895,397	111	111
Delaware	88,765	152,738	127	116
D.C.	84,825	166,265	98	91
Florida	1,427,420	2,696,985	121	118
Georgia	859,048	1,618,495	111	107
Hawaii	155,174	299,582	108	103
Idaho	134,793	283,424	117	125
Illinois	1,574,869	2,959,787	109	104
Indiana	675,466	1,310,711	109	110
Iowa	431,100	829,322	111	110
Kansas	347,778	686,831	117	114
Kentucky	397,660	746,836	116	113
Louisiana	698,584	1,284,018	119	118
Maine	103,519	189,234	99	97
Maryland	591,789	1,085,744	120	116
Massachusetts	656,742	1,258,844	116	105
Michigan	809,561	1,617,997	97	102
Minnesota	570,059	1,049,355	116	109
Mississippi	295,513	578,903	117	123
Missouri	604,803	1,153,129	114	113
Montana	$ 103,933	$ 197,912	110%	101%
Nebraska	279,491	529,119	108	108
Nevada	97,777	187,176	108	112
New Hampshire	107,376	206,277	106	104
New Jersey	1,019,360	1,917,259	109	108
New Mexico	157,785	314,242	104	104
New York	1,974,391	3,861,206	113	115
North Carolina	753,304	1,462,329	111	110
North Dakota	112,246	216,817	108	109
Ohio	1,346,026	2,528,318	104	103
Oklahoma	584,697	1,033,754	143	132
Oregon	313,622	581,412	118	118
Pennsylvania	1,275,693	2,392,919	102	104
Rhode Island	137,033	246,611	113	105
South Carolina	414,893	783,476	113	114
South Dakota	129,697	234,734	117	114
Tennessee	602,275	1,115,323	110	105
Texas	2,538,093	4,822,506	122	121
Utah	285,054	526,415	136	123
Vermont	48,288	95,812	93	96
Virginia	738,283	1,401,970	117	113
Washington	522,000	1,008,028	116	119
West Virginia	158,347	305,653	106	108
Wisconsin	512,730	992,026	103	102
Wyoming	75,742	137,884	107	107
U.S. TOTAL	$30,351,548	$57,819,757	113%	111%

GROUP

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 13,345	$ 13,596	102%
February	10,483	12,462	119
March	15,320		
April	10,099		
May	9,602		
June	14,932		
July	12,172		
August	15,023		
September	14,146		
October	12,156		
November	12,265		
December	30,641		
Year total	$170,184		
Year to date	$ 23,828	$ 26,058	109%

INDUSTRIAL

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 293	$ 157	54%
February	324	154	47
March	354		
April	346		
May	291		
June	276		
July	257		
August	273		
September	274		
October	218		
November	196		
December	173		
Year total	$3,275		
Year to date	$ 617	$ 311	50%

UNITED STATES

Ordinary Sales Results of 146 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 227,503	$ 242,415	$ 16,875,280	$ 18,499,764	609,435	606,807	$13.48	$13.10	$27,690	$30,487	$373	$399	107%	110%	100%	97%	110%	107%	January
February	232,927	252,466	17,980,662	20,420,124	677,666	700,259	12.95	12.36	26,533	29,161	344	361	108	114	103	95	110	105	February
March	264,965		20,381,905		748,439		13.00		27,233		354								March
April	262,296		21,156,140		734,798		12.40		28,792		357								April
May	254,766		20,558,531		720,122		12.39		28,549		354								May
June	266,197		20,847,993		732,662		12.77		28,455		363								June
July	259,592		20,291,956		705,776		12.79		28,751		368								July
August	248,132		19,629,334		701,690		12.64		27,974		354								August
September	261,072		20,518,227		727,722		12.72		28,195		359								September
October	280,811		22,832,638		780,016		12.30		29,272		360								October
November	257,535		20,611,219		688,606		12.49		29,932		374								November
December	344,275		26,592,675		763,071		12.95		34,850		451								December
Year total	$3,160,071		$248,276,560		8,590,003		$12.73		$28,903		$368								Year total
Year to date	$ 460,430	$ 494,881	$ 34,855,942	$ 38,919,888	1,287,101	1,307,066	$13.21	$12.72	$27,081	$29,777	$358	$379	107%	112%	102%	96%	110%	106%	Year to date
135 Ordinary Companies or Departments																			
January	$ 187,529	$ 197,884	$ 13,980,371	$ 15,549,258	390,047	363,879	$13.41	$12.73	$35,843	$42,732	$481	$544	106%	111%	93%	95%	119%	113%	January
February	185,923	198,199	14,501,928	16,689,667	417,257	407,104	12.82	11.88	34,755	40,996	446	487	107	115	98	93	118	109	February
March	211,359		16,486,788		459,341		12.82		35,892		460								March
April	211,324		17,189,739		462,647		12.29		37,155		457								April
May	203,326		16,632,706		436,031		12.22		38,146		466								May
June	214,398		17,096,310		448,478		12.54		38,121		478								June
July	209,751		16,674,524		431,791		12.58		38,617		486								July
August	196,414		15,867,326		405,566		12.38		39,124		484								August
September	205,974		16,570,827		423,262		12.43		39,150		487								September
October	225,282		18,800,896		481,374		11.98		39,057		468								October
November	203,710		16,773,368		409,763		12.14		40,934		497								November
December	289,420		22,803,628		497,586		12.69		45,829		582								December
Year total	$2,544,410	$	$203,378,411	$	5,263,143		$12.51		$38,642		$483								Year total
Year to date	$ 373,452	$ 396,083	$ 28,482,299	$ 32,238,925	807,304	770,983	$13.11	$12.29	$35,281	$41,815	$463	$514	106%	113%	96%	94%	119%	111%	Year to date
Group 1 — Month	$ 119,093	$ 125,406	$ 8,998,109	$ 9,966,881	267,732	258,527	$13.24	$12.58	$33,609	$38,553	$445	$485	105%	111%	97%	95%	115%	109%	Group 1 — Month
Year to date	$ 239,749	$ 252,149	$ 17,622,201	$ 19,465,268	515,081	490,002	$13.60	$12.95	$34,212	$39,725	$465	$515	105%	110%	95%	95%	116%	111%	Year to date
Group 2 — Month	$ 34,871	$ 36,402	$ 2,649,437	$ 2,961,783	67,763	64,069	$13.16	$12.29	$39,099	$46,228	$515	$568	104%	112%	95%	93%	118%	110%	Group 2 — Month
Year to date	$ 69,393	$ 73,861	$ 5,202,825	$ 5,750,758	130,594	121,807	$13.34	$12.84	$39,840	$47,212	$531	$606	106%	111%	93%	96%	119%	114%	Year to date
Group 3 — Month	$ 17,155	$ 20,253	$ 1,480,675	$ 2,050,124	42,478	42,784	$11.59	$ 9.88	$34,857	$47,918	$404	$473	118%	138%	101%	85%	137%	117%	Group 3 — Month
Year to date	$ 35,595	$ 38,369	$ 3,017,543	$ 3,792,969	86,009	80,935	$11.80	$10.12	$35,084	$46,864	$414	$474	108%	126%	94%	86%	134%	114%	Year to date
Group 4 — Month	$ 9,462	$ 10,338	$ 877,337	$ 1,054,579	22,238	22,942	$10.78	$ 9.80	$39,452	$45,967	$425	$451	109%	120%	103%	91%	117%	106%	Group 4 — Month
Year to date	$ 18,726	$ 20,884	$ 1,707,328	$ 2,007,765	44,919	43,280	$10.97	$10.40	$38,009	$46,390	$417	$483	112%	118%	96%	95%	122%	116%	Year to date
Group 5 — Month	$ 3,350	$ 3,431	$ 301,724	$ 353,781	10,971	11,364	$11.10	$ 9.70	$27,502	$31,132	$305	$302	102%	117%	104%	87%	113%	99%	Group 5 — Month
Year to date	$ 6,313	$ 6,478	$ 559,971	$ 679,024	19,589	20,578	$11.27	$ 9.54	$28,586	$32,998	$322	$315	103%	121%	105%	85%	115%	98%	Year to date
Group 6 — Month	$ 1,992	$ 2,369	$ 194,646	$ 302,519	6,075	7,418	$10.23	$ 7.83	$32,040	$40,782	$328	$319	119%	155%	122%	77%	127%	97%	Group 6 — Month
Year to date	$ 3,676	$ 4,342	$ 372,431	$ 543,141	11,112	14,381	$ 9.87	$ 7.99	$33,516	$37,768	$331	$302	118%	146%	129%	81%	113%	91%	Year to date
22 Combination Companies or Departments (excluding weekly premium ordinary)																			
January	$ 38,946	$ 40,819	$ 2,856,581	$ 2,872,659	207,068	209,996	$13.63	$14.21	$13,795	$13,680	$188	$194	105%	101%	101%	104%	99%	103%	January
February	45,701	50,799	3,425,762	3,654,508	245,217	258,851	13.34	13.90	13,970	14,118	186	196	111	107	106	104	101	105	February
March	52,030		3,837,362		270,780		13.56		14,172		192								March
April	49,750		3,923,094		257,838		12.68		15,215		193								April
May	49,455		3,858,799		261,693		12.82		14,746		189								May
June	49,493		3,677,508		258,389		13.46		14,232		192								June
July	47,821		3,555,102		251,895		13.45		14,113		190								July
August	49,696		3,700,351		274,502		13.43		13,480		181								August
September	52,872		3,875,826		280,404		13.64		13,822		189								September
October	53,350		3,967,008		275,152		13.45		14,418		194								October
November	52,075		3,783,339		259 319		13.76		14,590		201								November
December	52,776		3,726,399		243,033		14.16		15,333		217								December
Year total	$593,965		$44,187,131		3,085,290		$13.44		$14,322		$193								Year total
Year to date	$ 84,647	$ 91,618	$ 6,282,343	$ 6,527,167	452,285	468,847	$13.47	$14.04	$13,890	$13,922	$187	$195	108%	104%	104%	104%	100%	104%	Year to date
WPO — Month	$ 1,303	$ 3,468	$ 52,972	$ 75,949	15,192	34,304	$24.60	$45.66	$ 3,487	$ 2,214	$ 86	$101	266%	143%	226%	186%	63%	117%	**WPO** — Month
Year to date	$ 2,331	$ 7,180	$ 91,300	$ 153,796	27,512	67,236	$25.53	$46.69	$ 3,319	$ 2,287	$ 85	$107	308%	168%	244%	183%	69%	126%	Year to date

CANADA

Industry Sales

ORDINARY

Face Amount (in thousands)

	1980	1981	1981/1980
January	$ 2,436,473	$ 2,467,476	101%
February	2,819,554	3,030,374	107
March	3,145,401		
April	3,115,136		
May	3,061,616		
June	3,239,525		
July	2,996,466		
August	2,631,786		
September	2,885,429		
October	3,547,925		
November	3,649,922		
December	3,729,927		
Year total	$37,259,160		
Year to date	$ 5,256,027	$ 5,497,850	105%

Number of Policies

	1980	1981	1981/1980
January	68,160	63,671	93%
February	86,975	85,076	98
March	90,804		
April	92,069		
May	89,813		
June	94,302		
July	87,109		
August	72,363		
September	83,755		
October	104,301		
November	102,154		
December	90,501		
Year total	1,062,306		
Year to date	155,135	148,747	96%

Face Amount by Province (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alberta	$ 395,499	$ 707,058	117%	113%
British Columbia	317,873	606,983	108	103
Manitoba	96,752	185,997	90	90
New Brunswick	58,924	98,590	100	91
Newfoundland	33,743	60,804	127	129
Nova Scotia	67,253	116,122	99	97
Ontario	991,465	1,753,843	107	101
Prince Edward Is.	9,304	17,724	105	105
Quebec	985,064	1,805,884	109	110
Saskatchewan	74,497	144,845	87	88
Canada total	$3,030,374	$ 5,497,850	107%	105%

GROUP

Face Amount (in thousands)

	1980	1981	1981/1980
January	$ 1,130,678	$ 1,273,432	113%
February	1,429,436	2,672,926	187
March	2,029,081		
April	1,603,988		
May	904,290		
June	2,318,719		
July	1,689,295		
August	2,153,086		
September	2,110,371		
October	1,667,875		
November	1,719,377		
December	3,511,262		
Year total	$22,267,458		
Year to date	$ 2,560,114	$ 3,946,358	154%

Ordinary Sales Results of 41 Companies

	ANNUALIZED PREMIUM (in thousands) 1980	1981	FACE AMOUNT (in thousands) 1980	1981	NUMBER OF POLICIES 1980	1981	PREMIUM PER $1,000 1980	1981	AVERAGE SIZE POLICY 1980	1981	PREMIUM PER POLICY 1980	1981	1981/1980 Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 17,226	$ 16,798	$ 1,815,115	$ 1,803,898	50,046	45,049	$ 9.49	$ 9.31	$36,269	$40,043	$344	$373	98%	99%	90%	98%	110%	108%	January
February	20,486	20,903	2,108,901	2,273,413	64,054	62,208	9.71	9.19	32,924	36,545	320	336	102	108	97	95	111	105	February
March	22,860		2,359,698		66,448		9.69		35,512		344								March
April	21,440		2,308,760		66,551		9.29		34,692		322								April
May	21,109		2,266,562		65,046		9.31		34,846		325								May
June	23,300		2,451,470		69,449		9.50		35,299		335								June
July	20,914		2,249,299		63,544		9.30		35,398		329								July
August	17,998		1,956,119		52,059		9.20		37,575		346								August
September	19,712		2,137,079		59,850		9.22		35,707		329								September
October	25,461		2,649,823		75,960		9.61		34,884		335								October
November	25,404		2,721,997		73,915		9.33		36,826		344								November
December	27,024		2,873,553		67,495		9.40		42,574		400								December
Year total	$262,934		$27,898,376		774,417		$ 9.42		$36,025		$340								Year total
Year to date	$ 37,712	$ 37,701	$ 3,924,016	$ 4,077,311	114,100	107,257	$ 9.61	$ 9.25	$34,391	$38,014	$331	$352	100%	104%	94%	96%	111%	106%	Year to date
Group 1—Month	$ 15,495	$ 15,820	$ 1,576,042	$ 1,606,362	48,846	47,791	$ 9.83	$ 9.85	$32,266	$33,612	$317	$331	102%	102%	98%	100%	104%	104%	Group 1—Month
Year to date	$ 28,238	$ 28,291	$ 2,914,675	$ 2,895,958	86,175	81,281	$ 9.69	$ 9.77	$33,823	$35,629	$328	$348	100%	99%	94%	101%	105%	106%	Year to date
Group 2—Month	$ 3,671	$ 3,722	$ 396,611	$ 474,386	10,796	10,247	$ 9.26	$ 7.85	$36,737	$46,295	$340	$363	101%	120%	95%	85%	126%	107%	Group 2—Month
Year to date	$ 7,067	$ 6,947	$ 750,391	$ 840,186	20,054	18,285	$ 9.42	$ 8.27	$37,419	$45,949	$352	$380	98%	112%	91%	88%	123%	108%	Year to date
Group 3—Month	$ 1,320	$ 1,361	$ 136,248	$ 192,665	4,412	4,170	$ 9.69	$ 7.06	$30,881	$46,203	$299	$326	103%	141%	95%	73%	150%	109%	Group 3—Month
Year to date	$ 2,407	$ 2,463	$ 258,950	$ 341,167	7,871	7,691	$ 9.30	$ 7.22	$32,899	$44,359	$306	$320	102%	132%	98%	78%	135%	105%	Year to date

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Printed in U.S.A.